

July 1, 1948

UNIVERSITY OF MINNESOTA WEEK BROADCASTS ARRANGED BY KUOM

by Burton Paulu, Manager KUOM, University of Minnesota

Billboard, in its first "Local Program Competition," gave KUOM a Special Award in the Public Service category for a series of programs entitled "The University Reports to the People." The citation read:

"Organized in connection with University of Minnesota Week, this program is indicative of close integration between the University's station, KUOM, and the community. The reports were on such subjects as new developments in mining, new sources of iron ore, a new dairy industry -- all of them pertinent subjects to the people of Minnesota."

At the suggestion of Dick Hull I have prepared for NAEB members a report on the radio activities of University of Minnesota Week

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University of Minnesota Week (February 15 through 21, 1948) was arranged jointly by the Minnesota Junior Association of Commerce and the University Alumni Association to tell the people of Minnesota about their University, with special emphasis on the way the University serves all the state's citizens. Arrangements for most of the University of Minnesota Week broadcasts were handled by KUOM.

I. THE PROGRAMS BROADCAST AND THE STATIONS CARRYING THEM.

A. Four special 15 minute transcribed programs, "The University Reports to the People," were transcribed and sent to most of the stations in Minnesota outside Minneapolis and St. Paul. We corresponded and exchanged ideas with these stations before the programs were produced and distributed. The results must have been satisfactory since the transcriptions were used by 17 of the 20 stations to which they were sent. The programs are described below:

PROGRAM #1: "NEW DEVELOPMENTS IN MINING"

This program was a report on new developments in Minnesota's great iron ore industry, and the important role played by the University of Minnesota in these developments. The first half of the program dealt with the search for

new sources of iron ore now being conducted by airborne survey throughout northern Minnesota. The second half of the program presented a report from the University Mines Experiment Station on the recent exploitation of low-grade Minnesota taconite, which, thanks to new processing methods developed by the University Experiment Station, can now be converted to commercial use, in the event sources of high-grade ore become depleted.

Interviewed on the program were: Dr. George M. Schwartz, Director of the Minnesota Geological Survey and professor of geology and mineralogy at the University of Minnesota; and Dr. Edward W. Davis, Director of the University Mines Experiment Station, and pioneer research specialist in the field of iron ore development.

PROGRAM #2: "A NEW DAIRY INDUSTRY"

From the University's famous Department of Agriculture came this report on the rise of the dried milk industry in Minnesota since the beginning of World War II, and the part played by the University Farm Dairy Division in its development. The program began with a documentary dramatization of the industry from its wartime development to the present, followed by a discussion by Dairy Division specialists on the many uses of dried milk products, as well as potential market outlets for these products throughout the world.

Interviewed on the program were: Professor Willis B. Combs, Head of the Dairy Products Section of the University Dairy Division; and Dr. Samuel T. Coulter, leading research specialist in the dried milk field.

PROGRAM #3: "ROSEMOUNT RESEARCH CENTER"

This program was a report on the University's acquisition of the Rosemount Research Center, formerly known as the Gopher Ordnance Works. By narrative and interview, a dramatic story was presented of a giant wartime arsenal now converted to valuable peacetime use. Featured on the program were on-the-spot interviews with: Frank Fuller, Superintendent of the Rosemount Center; Professor Theodore Fenske, Director of the Rosemount Agricultural Experiment Station; and Dr. John C. Bittner, cancer specialist, and Director of the Division of Cancer Biology at the University, who was interviewed at his Rosemount Laboratory.

PROGRAM #4: "FASTER THAN SOUND"

This was an up-to-date report on the valuable research currently being conducted by the University Department of Aeronautical Engineering in the field of supersonic speed. Featured on the program were on-the-spot interviews with Professor John Akerman, Director of the University's Aeronautical Engineering Department, and Leonard Frame, first assistant to Dr. Akerman, at their wind-tunnel laboratory at the University Rosemount Research Center.

B. A half-hour dramatized review of the life of the Chairman of the Board of Regents, Fred B. Snyder, was presented on February 19 as a part of a Snyder testimonial dinner attended by many civic, educational, and government leaders from all parts of Minnesota. Mr. Snyder, who has been for many years Chairman of the Board of Regents, was 89 years old the day after

this dinner took place. The entire evening's program, including the dramatization and speeches, was broadcast by KUOM through special authorization from the FCC. The 30 minute dramatized review of Mr. Snyder's life was written and produced by Northrop Dawson of KUOM assisted by other members of the station staff, with dramatic talent from the University Radio Guild, and music by faculty members and students from the University Music Department.

C. Fifteen University of Minnesota broadcasts were carried by Minneapolis and St. Paul stations during University of Minnesota Week. With the exception of one dramatization heard over WCCO, all these were arranged by the KUOM staff. A number of University Administrative Officials were interviewed on these programs. Two stations broadcasting University basketball games during the week presented interviews with members of our Athletic Department during the half period. KUOM, in addition to special broadcasts, used the slogan "Remember -- Your University Serves You!", as part of its station identification during the week.

D. During University Week, as at all other times of the year, the radio division of the Agricultural Extension Division supplied radio material to a number of commercial stations. The programs printed for that week were built around the University Week theme.

II. THE COST OF UNIVERSITY WEEK PROGRAMS

The following cost analysis of these programs should be of particular interest to NAEB members.

Four Transcribed Programs

<u>Personnel Costs</u>	<u>Hours</u>	<u>Cost*</u>
Administration	15	35.70
Research and Writing	82	108.24
Production	24	31.32
Acting	14	17.04
Traffic and Scheduling	27	36.18
Promotion	4	6.00
Stenographic and Clerical	22	22.00
Engineering	29	29.25
	<u>217</u>	<u>285.73**</u>

Material Costs

Transcriptions	<u>252.00</u>
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TOTAL COST OF FOUR TRANSCRIBED PROGRAMS

537.73

Snyder Dinner

Personnel Costs

Administration	15	35.70
Research and Writing	20	26.40
Production	45	58.76
Acting	14	19.74
Traffic and Scheduling	4	5.28
Stenographic and Clerical	6	6.63
Engineering	174	222.83
	<u>278</u>	<u>375.34***</u>

Other Programs

Personnel Costs

Administrative	4	9.52
Miscellaneous	1.5	2.33
	<u>5.5</u>	<u>11.85</u>

TOTAL HOURS-5005.5

TOTAL COST 924.92

* Hourly rates varied depending upon the payroll status of staff members doing the work.

** This does not include approximately 16 hours of student actors' time donated for rehearsals and recordings.

*** This does not include 9 hours of student actors' time, 44 hours of time from the choral group, 5 hours from the choir leader, or 12 hours from the organist.

Each of these four fifteen-minute transcribed shows involved an average of 54 hours of work from KUOM staff members; their time cost the university an average of \$71.43 per program. The transcription costs, of course, depended upon the number of copies made. In this case, we paid \$262.00 for enough records to supply four fifteen-minute programs to all except one of the stations in Minnesota outside the Twin Cities, and to two stations in the Twin Cities. This breaks down to an expense of \$134.43 (personnel plus transcription costs) for each of four programs. Each of these was broadcast by at least 17 stations (and was probably carried by several more from which we did not receive reports.) On a per station, per program basis, this means that we had at least 17 performances of each of four programs, or sixty airings of University Week material at a cost to us of less than \$8.00 per unit.

Engineering facilities were the major expense item for the Snyder dinner. Of the 278 hours of work on this program, 174 were for engineering; of the \$375.34 expense incurred, \$222.83 was for engineering. It was necessary to make a very elaborate engineering installation in the Coffman Memorial Union Ballroom. A portable booth had to be moved to the Ballroom, and a complicated microphone setup arranged. If the Snyder show had been put on from our studios it would have required only about 10 hours of engineering time, with an engineering total cost of \$14.20. This would have cut the total cost of the program from \$375.34 to \$166.71.

If we were to do such programs on a regular basis, would the cost be much lower? The answer is: not a great deal. We regularly write, rehearse, and produce about ten dramatic programs a week at KUOM. Most of our procedures have long been standardized, and were employed in all these University Week shows.

III. CONCLUSION

From our experience in arranging, planning, and producing the more than 75 radio programs that went on the air over 21 stations as a part of University of Minnesota Week, we have drawn several conclusions which I am passing on to NAEB members for whatever they may be worth.

1. This project demonstrates how the staff of a university radio station can prepare programs for use over outside radio stations. Elaborate radio productions require the services of a great many people of varied talents. Our KUOM staff includes such people. They are available to advise the University of Minnesota administration in planning, preparing and distributing radio programs.

2. A university station can put out good programs which commercial stations will be glad to get and to use. The stations which received our programs were invited to comment on them. Typical reports were: "These four programs were not only very informative and educational, but were highly entertaining as well. We would certainly welcome more programs of this kind. The more the better"; and, "Very interesting series."

3. Good radio programs cost money. Even though educational radio station production costs are somewhat lower than those of commercial stations, it is not possible to put out good shows unless we have money to spend on them. The 75 University of Minnesota Week programs outlined above involved 500 hours of work or the time of one person for $12\frac{1}{2}$ weeks. Clearly such programs cannot be undertaken without special budgetary support.

We at KUOM feel that the radio programs broadcast during University of Minnesota Week were of great benefit to the University. And the Administration agrees with us! They have just added a fair amount of money to our next year's budget so that we may do more programs like these in the future.

Scanned from the National Association of Educational Broadcasters Records
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